

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

- 1-2. (Canceled)
3. (Currently Amended) A computer system comprising a server and a computer-readable storage device storing a computer program that, when executed, performs operations comprising:
 - storing geographical map data with data pertaining to commercial enterprises;
 - (a)receiving from a user client ~~networked to said server~~ a search request pertaining to commercial enterprises; and
 - (b)providing said user client with data pertaining to a plurality of commercial enterprises matching said search request such that said user client is presented with an image including said plurality of commercial enterprises superimposed over geographical map data, wherein a level of visibility of each commercial enterprise of said plurality of commercial enterprises in said image is determined according to at least one selection criterion~~criteria provided by a user of said user client or by said server.~~
4. (Previously Presented) The computer system of claim 3, wherein said geographical map data is provided by said server along with said data pertaining to a plurality of commercial enterprises.
5. (Previously Presented) The computer system of claim 3, wherein said geographical map data is stored by said user client and said data pertaining to a plurality of commercial enterprises includes information for superimposing each of said plurality of commercial enterprises over said geographical map data.
6. (Previously Presented) The computer system of claim 3, wherein said plurality of commercial enterprises include businesses and/or advertised content.

7. (Currently amended) The computer system of claim 3, wherein said at least one selection ~~criteria~~criterion forms a part of a user-specific profile.

8. (Previously Presented) The computer system of claim 3, wherein said user-specific profile is generated by said server according to information provided from said user client.

9. (Previously Presented) The computer system of claim 3, wherein said image further displays commercial enterprise-related information for each of said plurality of commercial enterprises matching said search request.

10. (Previously Presented) The computer system of claim 9, wherein said commercial enterprise-related information is provided to said user by said server as various layers of information.

11. (Previously Presented) The computer system of claim 3, wherein said server is further capable of providing said user with information relating to a group of commercial enterprises.

12. (Previously Presented) The computer system of claim 3, wherein said server is also capable of managing an affiliation of said user to consumer clubs associated with at least one commercial enterprise of said plurality of commercial enterprises.

13. (Previously Presented) The computer system of claim 3, wherein each of said plurality of commercial enterprises is capable of periodically providing said server with information relating thereto.

14. (Currently Amended) The computer system of claim 3, wherein said selection ~~criteria~~criterion includes relevancy of each of said plurality of commercial enterprises to said search request.

15. (Previously Presented) The computer system of claim 3, wherein said level of visibility is a function of a graphical display size, color and/or animation of each of said plurality of commercial enterprises.

16. (Previously Presented) The computer system of claim 3, wherein said server is capable of enabling bidirectional communication between said user client and each of said plurality of commercial enterprises.

17. (Currently Amended) The computer system of claim 3, wherein said at least one selection ~~criterion~~criterion provided by said server is a subscription fee paid by each of said plurality of commercial enterprises.

18. (Previously Presented) The computer system of claim 10, wherein said commercial enterprise-related information is updated dynamically by said server.

19. (Currently Amended) A computer system comprising a computer-readable storage device storing a computer program that, when executed, performs operations comprising:

storing geographical map data with data pertaining to commercial enterprises at geographical locations represented by said geographical map data;

(a)receiving from a user client networked to said server a search request pertaining to commercial enterprises; and

(b)providing said user client with an image of a geographical map displaying a plurality of commercial enterprises matching said search request, wherein each of said plurality of commercial enterprises ~~may be~~ is presented at one of a plurality of levels of visibility, wherein a level of visibility of each commercial enterprise of said plurality of commercial enterprises in said image is determined from one of the plurality of levels of visibility, according to at least one selection ~~criterion~~criterion provided by a user of said user client or said server.

20. (Currently Amended) The computer system of claim 19, wherein said at least one selection ~~criterion~~criterion provided by said user is geographical location.

21. (Previously Presented) The computer system of claim 19, wherein said level of visibility is a function of a graphical display size, of each of said plurality of commercial enterprises.

22. (Previously Presented) The computer system of claim 19, wherein each of said plurality of commercial enterprises matching said search request is positioned in said image according to its respective location on a geographical map.

23. (Previously Presented) The computer system of claim 19, wherein said server is also capable of managing an affiliation of said user to consumer clubs associated with at least one commercial enterprise of said plurality of commercial enterprises.

24. (Canceled)

25. (Previously Presented) The computer system of claim 3, wherein said plurality of commercial enterprises include advertised content.

26. (Previously Presented) The computer system of claim 3, wherein said level of visibility is a function of a color of each of said plurality of commercial enterprises.

27. (Previously Presented) The computer system of claim 3, wherein said level of visibility is a function of an animation of each of said plurality of commercial enterprises.

28. (Previously Presented) The computer system of claim 19, wherein said level of visibility is a function of a color of each of said plurality of commercial enterprises.

29. (Previously Presented) The computer system of claim 19, wherein said level of visibility is a function of an animation of each of said plurality of commercial enterprises.

30. (Currently Amended) A computerized geographic-mapping method comprising, with a computer:

storing geographical map data with data pertaining to commercial enterprises at geographical locations represented by said geographical map data;

(a)receiving search results of a search for at least one category of commercial enterprises;
and

(b)in response thereto, automatically transmitting to a remote client machine indicia of locations of commercial enterprises belonging to at least one specified category, which indicia, when applied to a display device at the remote client machine, are capable of displaying graphical indicators of said commercial enterprises superimposed on a geographical map, the locations of said transmitted commercial enterprises being within the geographic area defined by said geographical map.

31. (Currently Amended) The method according to claim 30 wherein each of said locations of commercial enterprises ~~may be~~ is shown at one of a plurality of levels of visibility.

32. (New) A method for downloading map data from a map server to a client computer connected to the map server, said method comprising the following steps carried out by the map server:

maintaining a data base of layers of map data, each layer providing progressively more detail to be displayed at the client computer; and

downloading to the client computer map data of the detail desired by the customer.